

REP HEADLINE# 6271124  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

AUG9/12 15.50  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/LIBERTY FOUNDATION FL

AGY # AGY. NAME MENITZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KOHLBAUER

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6271124

CLASS: NATL. LOCAL REGIONAL

PRDCT LIBERTY ENDATION FL EST#337 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG11/12 AUG14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG9/12 15.50

REP: NEW ORDER

TTL \$55,175 @16X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM LIBERTY FOUNDATION OF FLORIDA  
IDR #1021 TV INVOICES #9912736

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 337

1			800P-1200M	30		28000.00	8/11	8/11	1		SAT	1
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PROGRAM : OLYMPICS PRIME  
CON COM1 : OLYMPICS PRIME

2			1200M-1235A	30		\$2,600.00	8/11	8/11	1		SAT	1
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PROGRAM : OLYMPIC LATE NEWS  
CON COM1 : OLYMPIC LATE NEWS

3			600P-630P	30		\$900.00	8/11	8/11	2		SAT	2
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PROGRAM : SAT 6P NEWS  
CON COM1 : SAT 6P NEWS

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500A-1200N PROGRAM : OLYMPICS WEEKEND AM CON COM1: OLYMPICS WEEKEND AM	30		\$7,500.00	8/12	8/12	1		SUN	1
5			600P-630P PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS	30		\$1,000.00	8/12	8/12	2		SUN	2
6			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	8/13	8/13	1		MON	1
7			300P-400P PROGRAM : THE DOCTORS CON COM1: THE DOCTORS	30		\$425.00	8/13	8/13	1		MON	1
8			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	8/13	8/13	1		MON	1
9			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,000.00	8/13	8/13	1		MON	1
10			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,000.00	8/13	8/13	1		MON	1
11			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,000.00	8/13	8/13	1		MON	1
12			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$2,200.00	8/13	8/13	2		MON	2

REP HEADLINE# 0271-24  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 303-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG9/12 15.50  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1100P-1135P	30		\$1,800.00	8/13	8/13	1		MON	1
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
AUG/12 55175.00												
CONTRACT TOTAL											55175.00	
TOTAL SPOTS											16	

MARKET TOTALS \$162,425 WFLA 34% WFTS 26% WTSP 12% WTVT 28% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA50+\*

**Mentzer Media Services**  
600 Fairmount Avenue  
Ste 600  
Towson MD 21286

**Liberty Foundation FI/ Issue**  
Submission Number 711 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Liberty Foundation FI/ Issue	<b>Submission Cost:</b> 55175	<b>Campaign Ref:</b> E:120809066
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / . / 337	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/06/12 to 08/19/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06271124
<b>Est./PO Number:</b> 06271124	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Liberty Fndation FL	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	Cost
1	Olympics Summer Prime .....S.	01	28000	30 Comme	Nbr of Spots	1	1	28000
2	M-Su Late News Post Premium Event .....S.	02	2600	30 Comme	Nbr of Spots	1	1	2600
3	Sat 6p News .....S.	02	900	30 Comme	Nbr of Spots	2	2	1800
4	Olympics Summer Morning WKND Sa- Su .....S	01	7500	30 Comme	Nbr of Spots	1	1	7500
5	Sun 6p News .....S	02	1000	30 Comme	Nbr of Spots	2	2	2000
6	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
7	M-F 3p Doctors M.....	04	425	30 Comme	Nbr of Spots	1	1	425
8	M-F 4p Dr Oz M.....	03	650	30 Comme	Nbr of Spots	1	1	650
9	M-F 5p News	03	1000	30 Comme	Nbr of Spots	1	1	1000
<b>Weekly Totals: Total Spots (Ord Spots)</b>					7	9	16	

**Liberty Foundation FI/ Issue**  
**Submission Number 711 Issue 1**



**PHONE (813) 228-8888**

**Original**

Campaign Ref:	E120809066
Sales Rep:	HRP Washington, DC
Order Ref:	06271124
Business Type:	POLITICAL
Business Category:	Transactional

Ref	Sales Product Details	Rev Type			Rate	Spot Type		08/06	08/13	Total	Cost
	M.....					Comme					
10	M-F 530p News	03			1000	30	Nbr of Spots		1	1	1000
	M.....					Comme					
11	M-F 6p News	02			2000	30	Nbr of Spots		1	1	2000
	M.....					Comme					
12	M-F 7p News	01			2200	30	Nbr of Spots		2	2	4400
	M.....					Comme					
13	M-Su 11p News	02			1800	30	Nbr of Spots		1	1	1800
	M.....					Comme					
Weekly Totals: Total Spots(Ord Spots)								7	9	16	

		Grand Totals	
		Month 8 Weeks: 4	
		08/06	08/13
<b>Totals</b>			
Spots	16		7
Cost	55,175	41,900	13,275

Spots:	16
Gross Total:	55,175.00
Commission:	8,276.25
Net Total:	46,898.75

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.5em; margin-left: 40px;">WFLA-TV</span>	<b>Date:</b> <span style="font-size: 1.5em; margin-left: 10px;">8/9/12</span>
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I, Lauren Schumacher  
do hereby request station time concerning the following issue:

Liberty Foundation of Florida

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				
	8/11-8/14				

**Total Charges:**     \$ 55,175.<sup>00</sup> GROSS

This broadcast time will be used by: Liberty Foundation of Florida

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

**LIBERTY FOUNDATION OF FLORIDA**

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

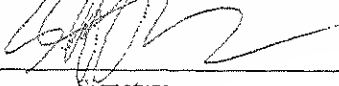
☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

05-10-12                                            352-256-9579  
 Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
 Signature                                      Printed Name                                      Title